

GRAPHIC DESIGN PROJECT III

Degree in Graphical Design

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Code: 11217

Main Scientific Area: Communication Design

Lecturer: Nuno Duarte Martins

Language of Instruction: Portuguese

Regime: S1

Contact Hours: 90h Total Workload: 120h

ECTS: 8,0

Objectives

In the curricular unit of Project III, Communication Design projects will be developed in the areas of Packaging and Branding. In this discipline the methodologies of studio work will be applied, with a strong practical component and in a scenario close to market reality. The critical analysis of the theoretical knowledge acquired by students during their academic training will be stimulated. The intention is that there is a permanent concern to transform this knowledge into objective solutions in line with the professional market. The aim is to provide students with skills in the management and implementation of projects, seeking to instil in them a growing proactive attitude.

Learning Outcomes

At the end of the course unit the learner is expected to have acquired the following skills:

1. Know and apply the formal and theoretical foundations of the Communication Design language, namely in the areas of Packaging and Branding.
2. Understand the problems associated with the design of solutions for three-dimensional media.
3. Deepen the professional specialization.
4. Apply methodologies and techniques related to the creation and structuring of graphic brands.
5. To deepen the argumentation and conceptual basis skills in all phases of a project.

Course Contents

Part 1: Packaging

- 1.1. Identification of market sectors, aspirations of the target audience and modes of purchase
- 1.2. Life cycle: production, distribution, point-of-sale disposal and environmental impact

- 1.3. Choice of materials and cost control
- 1.4. Ergonomic evaluation
- 1.5. Research of concepts, selection and evaluation
- 1.6. Development of two-dimensional and three-dimensional parts

Part 2: Creating and Managing a Brand (Branding)

- 2.1 Introduction to the Brand concept
- 2.2 Program of needs for the development of a Brand: organizational, communicational, economical, technical and social.
- 2.3 Brand development.
 - 2.3.1 Identity system and visual communication.
 - 2.3.2 Development of a communication piece.

Recommended Bibliography

- Clifton, Rita; Simons, John; et al. *O Mundo da Marcas*. Lisboa: Actual Editora, 2010.
- Kosak, Gisel; Wiedeman, Julius, *Packaging Design Now!* Köln: Tashen, 2008.
- Lupton, Ellen Phillipis, Jennifer Cole. *Graphic Design: The New Basics, Revised and Second Edition*, New York: Princeton Architectural Press, 2015.
- Martins, Nuno Raposo, Daniel (eds.). 2023. *Communication Design and Branding: A Multidisciplinary Approach*. Springer Series in Design and Innovation, vol 32. Cham, Switzerland: Springer. ISBN: 978-3-031-35385-7. <https://doi.org/10.1007/978-3-031-35385-7>
- Olins, Wally. *A Marca*. Lisboa: Verbo, 2005.

Learning and Teaching Methods

The course contents are divided into two main areas: packaging and branding.

In the first part, the student is intended to acquire skills related to the design of solutions for three-dimensional media. It starts with an exercise focused on technical and graphic composition issues. In the second exercise, the study is broader and deeper into the problems of project applicability in a commercial context.

In the second part, the objective is to stimulate professional specialization and the construction of own brands. Through different exercises, the aim is to encourage the student to develop business proposals in the context of creative industries.

In this way, the aim is to fulfil the objectives of this UC, namely in preparing the students for packaging and branding subjects, in scenarios close to the market reality.

Assessment Methods

ASSESSMENT OF LEARNING

The system of assessment in this curricular unit is the continuous assessment (according to point 1 of article 3 of the RACC of the ESD).

The student's assessment comprises not only a sustained course in the conduct of the exercises, but also his attendance, participation and compliance with the proposed deadlines. The assessment is scored by three moments of assessment and the result of continuous assessment (AC) described below.

The evaluation in this curricular unit results from the combination of the components:

$$(P1 \times 15\%) + (P2 \times 35\%) + (P3 \times 40\%) + (AC \times 10\%)$$

The student must personally deliver his project at the beginning of the class defined as a deadline for delivery, being entitled to a 15 minutes tolerance, after which he will have a 2 points penalty in the overall grade of the work. Work delivered by other means or after the deadline will not be accepted.

The teacher assumes that all the papers delivered are of the authorship of the student who signs them.

If it turns out that some work has not been done by the student who signs it, the student will receive 0 (zero) in the respective evaluation component.

EXAM PERIOD

This curricular unit does not allow the 1st semester examination season (according to point 4 of article 4 of the RACC of ESD).

SPECIAL EXAM PERIOD

The special exam period applies to students who are in that regime (according to article 135 and point 5 of article 209 of IPCA's Academic Regulation).

IMPROVEMENT OF GRADE

In this curricular unit, the grade improvement works through continuous assessment (according to point 2 of article 6 of RACC of ESD)

The assessment includes the following elements of learning evaluation with the following weighting:

$$(P1 \times 15\%) + (P2 \times 35\%) + (P3 \times 40\%) + (AC \times 10\%)$$

ASSIDUITY AND PUNCTUALITY

Attendance and punctuality are determining factors for a good performance in the curricular unit and for the final assessment.

The student cannot exceed $\frac{1}{4}$ of the total number of absences of the classes taught during the semester. If this number of absences is exceeded, the student will automatically fail the course.

If the student is not punctual, there will be a penalty in the final evaluation; and if the student is more than 10 minutes late, there will be an attendance penalty.